

DEPARTMENT OF BENEFIT PAYMENTS

744 P Street, Sacramento, CA 95814

**OBSOLETE**

July 30, 1975

ALL-COUNTY LETTER NO. 75-156

Superseded by ACL # 77-15

TO: ALL COUNTY WELFARE DIRECTORS

Issued 3-12-77

SUBJECT: NEW FOOD STAMP OUTREACH REQUIREMENT

REFERENCE:

Recent amendments to the Federal Food Stamp regulations have modified the requirements for outreach. One such modification requires all states to have a full-time Outreach Coordinator whose sole responsibility is to coordinate statewide efforts to inform low income households of the benefits of the program. As a result, Dave Watanabe has been appointed California's new Outreach Coordinator.

The aforementioned amendments provide specific criteria for outreach activities at both the state and county levels as shown in the attached copy of FNS Instruction 732-6, Revision 1. The Department has prepared a revision to the outreach portion of the State Plan of Operation for the Food Stamp Program and has transmitted it to FNS. A copy of the revision to the State Plan is also attached for your information.

Under the revised federal regulations and the revised State Plan, all counties are required to develop and maintain an ongoing Outreach program. State regulations providing the specific requirements for outreach are being developed. In the interim period, this letter will serve to notify you of the Outreach requirements, which are as follows:

1. All counties must designate an Outreach Coordinator.
2. All counties must submit a semiannual action plan to DBP for review and approval. This action plan outlines the outreach activities your county intends to undertake. These plans shall be developed following the attached document entitled, "Outreach Guidelines."
3. All counties must prepare and submit a monthly report on outreach activities.

The deadline for submission of your first action plan which will cover August through December, 1975 is August 22, 1975.

If you have any questions regarding this matter, please contact Dave Watanabe, Food Stamp Outreach Coordinator at (916) 322-4403.

Sincerely,



GARY D. MACOMBER
Deputy Director

cc: FNS, USDA
CWDA

Attachments

ACTION BY: State Agencies

State Outreach and Education Activities

I PURPOSE

This Instruction establishes general guidelines for State Agencies to:

A Operate a State food stamp outreach program.

B Enlist the services of federally funded and other agencies and organizations for community volunteer outreach and education activities.

C Strengthen the relationship between existing private and community agencies and organizations and individuals to assist in the State's ongoing outreach effort.

II AUTHORITY

The Food Stamp Act of 1964, as amended, states in part that "the State agency shall undertake effective action, including the use of services provided by other federally funded agencies and organizations, to inform low-income households concerning the availability and benefits of the food stamp program and insure the participation of eligible households..." The amended Act further states in part that "the Secretary is authorized to pay to each State agency an amount equal to 50 per centum of all administrative costs including...the outreach...requirements of Section 10 of this Act..."

III DEFINITION

Outreach means effective, comprehensive ongoing efforts initiated and monitored by the State Agency and performed cooperatively with other public and private agencies, religious, business and civic groups, retail trade associations, unions, community organizations,

DISTRIBUTION:

AD, F3, F4, FNS-W

MANUAL MAINTENANCE INSTRUCTIONS:

Remove FNS(FS) Instruction 732-6 from the Manual. Insert this Instruction.

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April 30, 1975

(III)

news media, and other groups, organizations and associations, to inform all low-income households potentially eligible to receive food stamps of the availability and benefits of the program, and to insure the participation of eligible households that wish to participate by providing such households with reasonable and convenient access to the program. All outreach shall be carried out with special regard to the needs of the elderly, disabled, persons in rural areas residing long distances from certification and issuance centers, persons residing in areas with poor public transportation who may have difficulty reaching certification and issuance centers, migrant farmworkers, and ethnic groups that may require information about the program in language other than English.

IV STATE OUTREACH STAFFING

The State Agency shall be responsible for the employment and training of a sufficient number of qualified personnel to carry out the mandate of the outreach requirements of the Food Stamp Act and the approved State Outreach Plan of Operation. As a minimum, the State outreach staff shall consist of:

A One full-time outreach coordinator with the sole responsibility of organizing, supervising, monitoring and evaluating an ongoing, coordinated outreach effort throughout the State. Such employee shall establish a close and interactive relationship with public and private agencies and other organizations within the State and local communities, especially all those directly concerned with the health, education and welfare of low-income households. At a minimum, contact shall be established with the agencies and organizations listed in Exhibit A. The State Outreach Coordinator shall also be responsible for contacting on a regular basis the news media in the State to provide current information on the Food Stamp Program (including semi-annual changes in eligibility standards and coupon allotments) and to request their cooperation in disseminating information about the program through public service announcements, human interest stories, and, in the case of newspapers, coupons which can be clipped out and mailed to receive information on an application for the Food Stamp Program. The State Agency Outreach Coordinator shall be provided the clerical and support staff necessary to perform his or her duties.

(IV)

B. One food stamp outreach coordinator for each project area who shall be responsible for coordinating and monitoring outreach activities in such project area. The food stamp outreach coordinator within a project area shall be responsible for providing informational materials and assistance to individuals and groups engaged in outreach activities, and shall also be responsible for preparing a monthly report on outreach activities to be submitted to the State Coordinator. In addition, the project area coordinator shall be responsible for establishing contacts in localities where low-income persons normally congregate, such as housing projects, bus stations, laundromats, and stores in low-income neighborhoods, for the purpose of distributing on a regular basis current information about the Food Stamp Program. Requests for information and assistance made by agencies and groups working in low-income areas shall be complied with promptly. A State Agency may provide for regional food stamp outreach coordinators in sparsely populated areas. The State Agency shall remain ultimately responsible for all outreach efforts in the State.

V USE OF AGENCIES AND ORGANIZATIONS

Volunteers or other persons not employed by the State Agency shall be used to assist in the State's ongoing outreach effort. A key to a successful food stamp outreach program is having a sufficient number of well trained community volunteers to help in the outreach endeavor.

At a minimum, such individuals shall be used to:

- A Conduct information and prescreening workshops for potentially eligible households;
- B Assist certification personnel in prescreening households' eligibility;
- C Act as language interpreters;
- D Distribute informational materials on the program;
- E Provide transportation to certification and issuance centers; and,

(V)

F Act as authorized representatives for households unable to visit certification offices, issuance centers or grocery stores.

Initial contact with volunteers or key personnel or agencies and organizations shall be made in person whenever possible. When personal contact is not possible, contact shall be made by letter and questionnaire (See Exhibits B and C, attached) with a follow-up telephone call. Each initial contact must include a kit of information on the Food Stamp Program which shall conform to the information described in Exhibit D, attached.

VI PLAN OF OPERATION

Each State Agency shall submit to FNS a revised Section VII to the State Plan of Operation in conformance with this Instruction and FNS(FS) Instruction 731-1, Submission of State Plans of Operation and Amendments. Exhibit C to the State Plan will no longer be required although such information will continue to be submitted to FNS as part of the State Agency Semi-Annual Performance Reporting System, described in the State Action Plan Section of this Instruction.

Section VII of the Plan of Operation shall contain information relating to the administrative and supervisory responsibilities of the State Agency, including:

A A detailed description of the manner in which the State Agency shall exercise its Statewide responsibilities for conducting an outreach program. If the State Agency develops an outreach effort with other public or private agencies or organizations or chooses to delegate outreach activities by contract with public or private agencies or organizations, such joint effort or contractual agreement shall be in conformance with applicable State and Federal regulations. Under no circumstances shall the State Agency be relieved of its responsibility to initiate, coordinate and monitor outreach activities in the State and to insure that effective outreach activities are in fact being carried out.

(VI)

B A detailed description of the method or criteria to be used, on a continuing basis, in monitoring and evaluating the effectiveness of the State Outreach Program.

VII STATE ACTION PLAN

A State Outreach Action Plan (formerly Exhibit C to the State Plan) shall be prepared by the State Agency and submitted to FNS no later than July 1, 1975. The action plan shall be compared with the semi-annual report required by the Reporting Section of this Instruction. Each action plan shall contain these basic elements:

A A timetable by which the State Agency shall develop and put into effect specific plans to reach potentially eligible households to include such target categories as senior citizens, migrants, public and nonpublic assistance households, ethnic or minority group households, and others residing in low-income areas.

B The extent and anticipated use of other groups, organizations and subagencies in carrying out a continuous information and education effort. The method of contact and the anticipated functions expected from each shall be indicated.

C A detailed breakdown of the estimated "direct and indirect" costs of the State outreach effort. Costs for which payments will be claimed from FNS shall be identified in conformance with the Food Stamp Regulations and FNS(FS) Instruction 735-1, Submission of Claims for Reimbursement.

D The State action plan shall be revised every six months. An action plan will be due to FNS no later than January 1 for the period January through June and July 1 for the period July through December.

E An estimate of the minimum number of persons Statewide and in each project area eligible to receive food stamps, and a detailed description of the method utilized to derive the estimates.

VIII FNS SUPPORT

The FNS Regional Office and the State Agency shall work closely together in developing and implementing an effective and ongoing

(VIII)

outreach program. Food stamp information and education materials are available to the State Agency and interested community groups and organizations in bulk. Such material is listed in Exhibit E, attached.

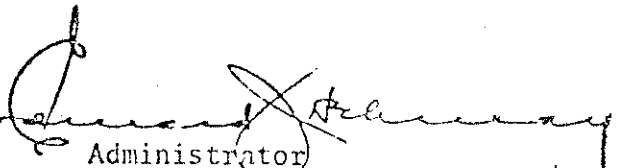
IX REPORTS

A Each project area outreach coordinator shall be responsible for preparing a monthly outreach report to be submitted to the State Coordinator for review and analysis. The report shall contain, at a minimum, the basic statistical information and other pertinent information outlined in Exhibit F, attached.

B The State Outreach Coordinator shall be responsible for preparing for the State Agency a Semi-Annual Outreach Report. The report shall contain, at a minimum, the information in Exhibit G, attached. An important source of information for the Semi-Annual Outreach Report is the monthly report prepared by the project area outreach coordinator.

C The Semi-Annual Outreach Report shall be submitted to FNS as part of the State Agency Semi-Annual Performance Reporting System in accordance with Section 275.10 of the Food Stamp Program Regulations.

The reporting and/or recordkeeping requirements contained herein have been approved by the Office of Management and Budget in accordance with the Federal Reports Act of 1942.


Administrator

Attachments

AGENCIES AND ORGANIZATIONS

The agencies and organizations listed below shall be contacted to solicit their assistance and cooperation in carrying out the State's outreach effort.

A Governmental Offices:

Federal, State and local (listed by name or by the service they provide): public assistance, medical assistance and social service offices; employment services and unemployment insurance offices; vocational rehabilitation offices; health departments; school boards; commissions on aging; public employee retirement systems; adult probation and parole offices; child placement services; civil service commissions; Cooperative Extension services; concentrated employment programs; information and referral services; mental health and mental retardation boards; housing authorities; public libraries; recreation departments; senior citizen centers; Veterans Administration offices; Small Business Administration; Social Security Administration.

B Public and Private Health and Medical Organizations:

Waiting rooms, emergency rooms, outpatient clinics and other appropriate areas or offices of public and private hospitals, community and neighborhood health centers and mental health clinics; health maintenance organizations; doctor and dentist offices; visiting nurse associations; family planning centers; W.I.C. clinics; occupational therapy centers; Cancer Society; Heart Society; drug and alcohol rehabilitation centers.

C Church, Civic, Fraternal and Community Groups:

Community action agencies; community information and referral services; Parent-Teacher Associations; American Red Cross; Salvation Army; Goodwill Industries; Y.M.C.A.; Y.W.C.A.; Urban League; N.A.A.C.P.; Afro American Centers; Boys Clubs; Girls Clubs; Big Brothers; Big Sisters; League of Women Voters; Rotary; Masons; Lions Club; Knights of Columbus; Elks; Chamber of Commerce; Junior Chamber of Commerce; senior citizens organizations; all churches and church affiliated social service agencies; all organizations funded by O.E.O.; Welfare Rights Organizations; Tenant Groups; Neighborhood Youth Corps; Legal Aid and Legal Service Offices; all day care centers; all headstart centers and parent councils; all Title I advisory committees; schools and colleges; student financial aid offices.

D Business and Labor Organizations:

Factories; trade associations; retail stores; and unions.

E Stores and Groups Authorized to Accept Food Stamps:

All retail grocery stores and food co-ops certified by FNS to accept food stamps for home delivered meals; and all nonprofit organizations certified by FNS to accept food stamps for group meals for the elderly.

LETTER TO COMMUNITY AGENCIES AND ORGANIZATIONS

Dear _____:

One of the concerns that all of us in public service share is that many people do not receive an adequate diet. We are particularly concerned that malnutrition may exist among people of all ages because they are unaware of help they may receive by participation in the Food Stamp Program. Through a Statewide outreach effort, we are striving to inform all potentially eligible households of food stamp benefits available to them.

We are writing to solicit your personal support, and the support and cooperation of your (agency)(organization)(membership)(personnel) in referring needy families to the Food Stamp Program as they identify or come in contact with families that may be in need of food stamp benefits. In addition, we have developed a training program on various aspects of the Food Stamp Program including direct action your group can take to help insure full participation to this end. Enclosed is a food stamp outreach questionnaire and a kit of food stamp information which briefly describes the Food Stamp Program.

(After reviewing the enclosed information, we would very much appreciate your completing the food stamp outreach questionnaire and returning it in the self-addressed envelop which is provided for your convenience.) We are hopeful that a coordinated food stamp outreach effort on the part of our respective (agency or organization) will relieve any problems of malnutrition in our State. I will be contacting you by phone in the immediate future to set up a meeting to discuss this important issue further.

Sincerely,

Enclosures

FOOD STAMP OUTREACH QUESTIONNAIRE

1. Name of organization _____
2. How does your organization work with low-income families? _____

3. Do you have affiliate offices in the State? _____ How many? _____
4. Does your organization work directly or indirectly with low-income families? _____ How many staff members are involved? _____
5. About how many families are contacted or served each month? _____
6. Does your organization serve families mainly classified as--
 - (a) Low-income families in urban areas..... Yes _____ No _____
 - (b) Low-income families in rural areas..... Yes _____ No _____
 - (c) Farm-related workers, migrants..... Yes _____ No _____
 - (d) Public Assistance Households..... Yes _____ No _____
 - (e) Nonpublic Assistance Households..... Yes _____ No _____
 - (f) Senior Citizens..... Yes _____ No _____
 - (g) Minority groups..... Yes _____ No _____
7. Does your organization work with people speaking languages other than English? _____ (Specify) _____
8. In the past year, on what issues has your membership concentrated? _____

9. Has your organization distributed food stamp material? Yes _____ No _____
If not, would your organization be willing to assist
in such a distribution to low-income families?..... Yes _____ No _____
10. Does your organization do prescreening for food stamp purposes? _____
If not, would your membership and staff like to attend training
sessions to begin prescreening? _____
11. If applicable, how many families has your organization referred to
the food stamp certification office? _____

12. Whom should we contact in your organization for further discussions?

Name _____ Title _____

Address _____

Telephone Number _____

13. Comments _____

PLEASE RETURN THIS QUESTIONNAIRE TO:

INFORMATION AND EDUCATION MATERIAL

Each public and private agency, organization and group contacted with respect to cooperation with the State Agency's outreach effort shall be supplied with an information kit on the Food Stamp Program which shall contain, at a minimum, a sample application form and the program information listed below. In all cases in which availability of food stamp information in a language other than English is reasonably necessary to inform potentially eligible households of the benefits available under the Food Stamp Program, the information and sample application form shall be available in that language. In addition, the information listed below and program application forms shall be readily available in all food stamp certification centers.

1. A brief description of the Food Stamp Program including who pays for the program and how it is administered in the State; what food stamps are, where they can be used and what they can purchase;
2. A brief explanation of who comprises a household for purposes of determining eligibility for the program;
3. The fact that recipients of public assistance and Supplemental Security Income are eligible for food stamps without regard to their income and resources (except for SSI recipients in cash out States);
4. A brief explanation of the Food Stamp Program's resource requirement, including which resources are excluded from consideration, how the value of resources is determined, and the maximum value of resources a household may have and still qualify for food stamps;
5. A brief explanation of how income is defined for the Food Stamp Program, including what income is excluded from consideration and what income must be counted; an explanation of how net income is calculated for the Food Stamp Program, including all deductions from income allowed by the United States Department of Agriculture;
6. The current maximum monthly net income standards used to determine eligibility for food stamps;
7. A statement which explains that the food stamp coupon allotments and eligibility levels change each January and July to reflect increases in the price of food;

8. The fact that households with extremely low incomes after deductions may be entitled to receive free food stamps or food stamps at a nominal purchase price;

9. A brief explanation of the Work Registration Requirement, including who is required to register; an explanation of how to apply for the Food Stamp Program, including specifically what documentation will be required for certification;

10. A statement that any person who wants an application for the Food Stamp Program must be given one upon demand;

11. A statement that Federal law requires that all applications for participation in the Food Stamp Program be processed within 30 days of the submission of a signed application form with a legible name and address;

12. The location of food stamp certification offices, including their street address, phone number, and office hours;

13. And a brief explanation of the fair hearing process, including the right of any recipient or applicant to request a fair hearing regarding actions taken with respect to his or her participation in the Food Stamp Program and the availability of cash rebates or forward adjustments.

INFORMATION AND EDUCATION MATERIAL

The following printed material is available in bulk to interested State Agencies and community organizations involved in the food stamp outreach effort:

Food Stamp Facts: A series of general information sheets on major provisions of the program in question-and-answer form including:

Allotments and Purchase Requirements (FNS-70)

Work Registration (FNS-71)

Eligibility Requirements (FNS-72)

Fair Hearings (FNS-73)

Household Income Deductions (FNS-74)

Meals-On-Wheels (FNS-75)

Recipient Responsibility (FNS-76)

Disaster Situations (FNS-99)

Food Stamp Program, More Food Better Diets for Low-Income Families (PA-930): A folder containing general information on the program.

Food Stamp Program (FNS-77): A general information flyer describing who is eligible, steps necessary to participate and how food coupons are used.

Food Stamp Volunteer Handbook (FNS-1): General information directed to community volunteers on how to help in the food stamp outreach effort.

Shopping With Food Stamps (PA-1109): A small booklet describing some of the responsibilities and obligations of a food stamp recipient including helpful hints on buying, storing and preparing food. This publication supercedes PA-922.

Food Stamp Program
MONTHLY OUTREACH PROJECT AREA REPORT

Reporting Period _____

1. State _____ Project Area _____
2. Population _____
3. Number of Public Assistance Households _____
4. What is the number of persons and households by project area estimated to be eligible for food stamps?

5. What is the average number of public assistance recipients during this reporting period? _____
6. What is the average number of public assistance recipients participating in public assistance and mixed households?

7. What is the average number of nonpublic assistance recipients participating during this period? _____
8. What are the reasons for nonparticipation of public assistance and nonpublic assistance households? _____

9. Explain how reasons for nonparticipation were ascertained.

10. Number of Food Stamp Households (Explain increases or decreases over previous reporting period on reverse side of this report.)
11. What is the number of applicants for the program during this reporting period? _____
12. What is the number of applicants accepted for participation during this reporting period? _____

13. Of the applications for participation that were rejected during this reporting period, list the number that were rejected for:
- _____ Over Income
- _____ Excess Resources
- _____ Refusal to supply information or verification
- _____ Refusal to comply with Work Registration Requirement
- _____ Other
14. Number and method used to initiate household inquiry (i.e. radio, television, printed material, neighbors, local organizations)
15. Number of households using mail issuance, if applicable.
- _____
16. Number of organizations cooperating in the food stamp outreach effort (attach list of names, addresses, services provided and number of households served) _____
17. Number of contacts with news media (attach list of newspaper, radio and television stations, addresses, and briefly describe actions and results) _____
18. Number of food stamp materials distributed _____
19. Number of full-time eligibility technicians _____
20. Number of certification points _____
21. Number of mobile units _____
22. Comments:

Food Stamp Program
STATE AGENCY SEMI-ANNUAL OUTREACH REPORT

The following questions must be answered by the State Agency when submitting the semi-annual outreach performance report.

1. Staffing

- a. Is the State Coordinator full-time?
- b. What clerical and support staff does the State Coordinator have?
- c. Does each project area have a full-time or part-time staff responsible for the outreach effort?
- d. What are the total number of personnel and approximate manhours involved with the total outreach effort?

2. Participation

- a. What is the number of persons and households by project area and Statewide estimated to be eligible for food stamps? Explain method used to ascertain estimate.
- b. What is the average number of public assistance recipients during this reporting period? What is the average number of public assistance recipients participating in public-assistance and mixed households?
- c. What is the average number of nonpublic assistance recipients participating during this period?
- d. What are the reasons for nonparticipation of public assistance and nonpublic assistance households? Describe the method used to ascertain this fact.

3. Compliance with the State Outreach Plans

- a. What kind of support does the State Agency provide other agencies?
- b. What methods are used to inform specific types of low-income households such as senior citizens, migratory workers, ethnic groups?

c. How does the State Agency monitor and evaluate the outreach program?

4. Visual Aids

a. Has the State Agency prepared its own material? If so, describe or attach samples and include the quantity printed and approximate cost.

b. Are Food and Nutrition Service material used? To what extent?

c. Does the State Agency have available exhibits and posters?

5. Use of Volunteers and Other Organizations

a. What methods were used to obtain the services of other groups and organizations? Volunteers?

b. About how many groups and organizations are available to the State Agency to assist in the outreach effort? Which groups appear reluctant to assist in providing outreach services? Why?

c. Outline the specific services provided by interested groups and organizations including radio, television and newspapers.

d. Does the attitude of local officials hinder the outreach efforts? Explain.

6. Applicants

a. What is the average number of applicants for the program during this reporting period, for each project area and Statewide?

b. What is the average number of applicants accepted for participation during this reporting period, by project area and Statewide?

c. What are the main reasons for denying applications for participation during this reporting period, by project area and Statewide?

d. What are the main reasons for the nonparticipation of eligible public assistance and nonpublic assistance households during this reporting period? Explain the method used to ascertain this information.

FS PLAN OF OPERATION FOR THE STATE OF CALIFORNIA
Amendment No. 9

I. PURPOSE

Administration of State Outreach Plan

II. TEXT OF AMENDMENT

Section VII

Delete all language of this subsection as it presently exists, to be replaced with the following:

- A. Method of Exercising State's Responsibility - An Outreach program to inform all low-income persons of the availability and benefits of the program, to encourage better utilization of these benefits through nutrition education, providing eligible households with reasonable and convenient access to the program and a better understanding of the program will be administered under the general supervision of the Food Stamp Program Management Branch (FSPMB) of the California State Department of Benefit Payments (DBP). DBP will discharge its responsibilities through a full-time State Outreach Coordinator who shall be a regular staff member of FSPMB. The State Outreach Coordinator shall have the responsibility of organizing, supervising, monitoring, and evaluating an ongoing, coordinated Outreach effort throughout the state in cooperation with the county welfare departments of the State of California, federally funded agencies and organizations, public and private agencies, and other interested groups and organizations on both the state and local levels. The State Coordinator shall be provided the clerical and support staff necessary to perform the aforementioned duties.

All counties will be required to designate an outreach coordinator who will be responsible for operation of the local outreach program. All county outreach coordinators will be monitored by the State Outreach Coordinator as DBP has direct responsibility for all Outreach efforts in the state.

This responsibility for the implementation of the mandated Outreach component of the Food Stamp Program is in accordance with the provisions of the Food Stamp Act of 1964, as amended.

The state and county coordinators shall establish a close and interactive relationship with federally funded agencies and organizations, public and private agencies, and other groups and organizations within the state and local communities, especially all those directly concerned with the health, education, and welfare of low-income households. Also, the news media shall be actively solicited on a regular basis to provide better news releases, articles of interest, and appropriate program support. The State Outreach Coordinator shall participate in the planning and the development of an effective Outreach effort and shall direct the implementation of Outreach activity throughout the state.

B. Monitoring and Evaluating Procedures

1. Each county outreach coordinator shall be responsible for preparing a monthly outreach report and other reports as required to be submitted to the State Coordinator for review and analysis. The monthly report shall contain, at a minimum, the basic statistical information and other pertinent information outlined in Exhibit F of FNS (FS) Instruction 732-6, Rev. 1.
2. The State Outreach Coordinator shall be responsible for preparing for the State Agency a Semiannual Outreach Report and other reports as required. The semiannual report shall contain, at a minimum, the information in Exhibit G of FNS (FS) Instruction 732-6, Rev. 1.
3. The Semiannual Outreach Report shall be submitted to FNS as part of the State Agency Semiannual Performance Reporting System in accordance with Section 275.10 of the Food Stamp Program Regulations.
4. The State Outreach Coordinator will be responsible for preparing a State Outreach Action Plan for submission to FNS every January 1 and July 1 commencing on July 1, 1975. Said action plan shall contain the information described in Section VII of FNS (FS) Instruction 732.6, Rev. 1.

The outreach program shall be reviewed as a part of the Performance Monitoring evaluations to determine the degree of utilization and effectiveness rendered the Food Stamp Program by other groups and organizations. In addition, monitoring and evaluating will also be accomplished by periodic questionnaires, surveys, and personal contacts in selected counties. Items of progress

evaluation will include increases in participation, use of materials assistance from other groups, news releases, etc. Recommendations for improving Outreach efforts may be made as deemed appropriate.



(Name)

(Title)

(Date of Signature)

STATE OUTREACH ACTION PLAN

The following is California's Outreach Action Plan for the period July 1, 1975 to December 31, 1975. This action plan outlines DBP activities, groups the state intends to contact and their anticipated functions, a timetable for implementation of this action plan, a listing of target groups, a budget estimate for the period covered by this action plan, and statistics on the number of participants as compared to the estimated number of eligible persons.

I. DBP Activities

A. Food Stamp Brochures

Revise California's "Food Stamps Can Help" brochures to provide information requirements as outlined in Exhibit D of FNS Instruction 732-6, Rev. 1.

B. Public Service Announcements

Develop and produce public service announcements for radio and television for distribution to all stations within the state.

II. Use of Other Groups

The following activities pertain only to those contacts which will be made by the State Outreach Coordinator. Contacts to be made by county coordinators cannot be determined until county Outreach Plans are developed and submitted to the state. Counties will be required to contact local governmental offices which are involved in social service activities, local public and private health and medical associations, local churches, civic groups, community groups, local unions, and local grocers in an effort to gain their support in performing outreach activities. A listing of the contacts to be made by the counties shall be transmitted to FNS upon receipt of approved county plans by the State Coordinator.

A. Government Offices/Public and Private Health and Medical Organizations

1. State Department of Education

a. Method of Contact

State Outreach Coordinator - personal contact. See anticipated functions for estimated dates of contact.

b. Anticipated Functions

(1) School Lunch Program

Provide food stamp information to the families of children eligible for the School Lunch Program. The state brochure, "Food Stamps Can Help" could be used for this effort. Contact by July 1, 1975.

(2) Summer Feeding Program

Provide food stamp information to the families of children eligible for the Summer Feeding Program. The state brochure, "Food Stamps Can Help" could be used for this effort. Contact made.

(3) Child Care Programs

Provide food stamp information to the families of children in DOE contracted child care centers. Contact by September 1, 1975.

2. State Department of Health

a. Method of Contact

State Outreach Coordinator - personal contact. See anticipated functions for estimated dates of contact.

b. Anticipated Functions

(1) Medi-Cal Stuffers

Provide food stamp information with the mailing of Medi-Cal cards. Stuffers with Medi-Cal cards are limited to a specific size and card stock which can be automatically stuffed and language must be developed to conform to this size constraint. Contact by August 1, 1975.

(2) Joint Nutrition Education/Food Stamp Outreach Publicity Campaign

Develop and provide a joint campaign to provide nutrition education and food stamp information. The joint effort could be accomplished through media releases and informational publications. Initial contact made.

Provide food stamp information through other programs which are administered by the Department of Health. Such programs may include the Alcoholic Programs, Family Planning, Community Service related programs, Health Clinics, Mental Health Clinics, and Visiting Nurses Programs. Contact by October 1, 1975.

3. State Employment Development Department

a. Method of Contact

State Outreach Coordinator - personal contact. Contact made.

b. Anticipated Functions

(1) Information to Unemployed

Provide food stamp information to all persons applying for or receiving unemployment benefits and those persons seeking job referral services. Also display posters which provide food stamp information.

4. State Office of Aging

a. Method of Contact

State Outreach Coordinator - personal contact by September 1, 1975.

b. Anticipated Functions

(1) Food Stamp Information with Nutrition Education

Provide food stamp information to those elderly persons not receiving SSI/SSP as an integral part of the ongoing nutrition education efforts presently provided.

5. State Office of Economic Opportunity

a. Method of Contact

State Outreach Coordinator - personal contact. Contact made.

b. Anticipated Functions

(1) Information and Prescreening Personnel

To provide OEO funded personnel to assist various counties in performing information and prescreening efforts for the Food Stamp Program.

a. Method of Contact

State Outreach Coordinator - personal contact by October 1, 1975.

b. Anticipated Functions

(1) Food Stamp/Shoppers Information

To provide combined food stamp/shoppers guide information. This campaign will be geared toward giving consumers information about the program and information about the foods that are in season or are a particularly good value at various times of the year.

7. University of California - Expanded Nutrition Education Program

a. Method of Contact

State Outreach Coordinator - personal contact by September 1, 1975.

b. Anticipated Functions

(1) Food Stamp Information/Nutrition Education

Provide food stamp information brochures and possibly prescreening functions to persons participating in the ENEP.

B. Church, Civic, Fraternal and Community Groups

1. Food Advocates

2. California Nutrition Action Committee

a. Method of Contact

State Outreach Coordinator - personal contact by August 1, 1975.

b. Anticipated Functions

(1) Information Distribution

Provide informational brochures to persons interested in the Food Stamp Program.

(2) Prescreening

Provide prescreening of potentially eligible people such as: the elderly and disabled, migrants, and ethnic minorities.

(3) Transportation

Provide volunteers who will transport persons living long distances from certification and issuance centers to such certification and issuance centers. Also provide such persons with transportation to and from food stores.

(4) Authorized Representatives

Provide persons to act as authorized representatives for those persons unable to travel to certification offices or those persons otherwise not able to personally represent themselves.

3. Legal Aid

a. Method of Contact

State Outreach Coordinator - personal contact by August 1, 1975.

b. Anticipated Functions

(1) Information Distribution

Provide food stamp information brochures to all persons receiving legal aid. Also display food stamp posters in all offices.

C. Business and Labor Organizations

1. State Building and Construction Trades Council of California

2. United Auto Workers

a. Method of Contact

State Outreach Coordinator - personal contact by October, 1 1975.

b. Anticipated Functions

(1) Information Distribution

Provide food stamp information brochures to those union members who have been laid off. Also provide information about outreach program to other unions who are experiencing a substantial number of layoffs so that those unions can also provide information to their laid-off members.

D. Stores and Groups Authorized to Accept Food Coupons and All Other Food Stores

1. California Grocers Association
2. Nor Cal Grocers Association
3. United Grocers Limited

a. Method of Contact

State Outreach Coordinator - personal contact by August 1, 1975.

b. Anticipated Functions

(1) Information Distribution

Obtain groups' support to have all member stores provide either bag stuffers or brochures on display at all checkout counters for distribution to all interested customers. Also provide in-store advertising.

E. Media

1. Newspapers - California Newspaper Association

a. Method of Contact

State Outreach Coordinator/DBP Public Information Officer - personal contact by July 1, 1975.

b. Anticipated Functions

(1) Newspaper Support

Provide articles pertaining to the Food Stamp Program with such information as: general program information, table change information, and better nutrition through food stamps information.

2. Radio and Television - California Broadcasters Association

a. Method of Contact

State Outreach Coordinator/DBP Public Information Officer - personal contact by July 1, 1975.

b. Anticipated Functions

(1) Radio and Television Support

Provide air time for DBP-produced public service announcements regarding the Food Stamp Program.

III. Timetable

June 1975

1. Prepare state plan amendment and submit to FNS.
2. Inform CWDA and county welfare directors of Outreach plans.
3. Request input and assistance from community-based groups currently doing Outreach.
4. Establish contacts with the Department of Education for the Summer Feeding Program, the Department of Health for Food Stamp/Nutrition Education Campaign, and OEO for prescreening workers.
6. Request publications from FNS.
7. Begin preparation of county guidelines.
8. Establish media contact and request assistance in disseminating information regarding July 1 table change.

July 1975

1. Provide Outreach guidelines to the counties.
2. Request Outreach plans from counties which will include designation of county coordinators.
3. Publish and distribute state brochure to counties.
4. Prepare public service announcements for media.
5. Plan Medi-Cal staffers with the Department of Health.
6. Contact Food Advocates, California Nutrition Action Committee, Legal Aid, and grocers associations.

August 1975

1. Approval and revision of county Outreach plans.
2. Begin statewide publicity through media.
3. County implementation.
4. Contact the Department of Education for Child Care Outreach, the Office of Aging for food stamp nutrition education for the elderly, and the Extended Nutrition Education Program.

September-December 1975

1. Contact Department of Health for other outreach efforts, the Department of Food and Agriculture, and labor unions.
2. Plan and implement outreach activities with all organizations.

IV. Priorities will be given to specific target groups as follows:

- A. Non-SSI senior citizens.
- B. Low-income rural and urban households (nonassistance).
- C. Low-income minorities (nonassistance).
- D. Migrant workers.

V. Estimated Costs (For Period July 1, 1975 to December 31, 1975)

Personnel

| | | |
|---|-------------------|--------------|
| State Outreach Coordinator and Support | \$ 18,489.50 | |
| County Coordinators | <u>240,250.00</u> | |
| Total Personnel | | \$258,739.50 |

| | |
|------------------------------|-----------------|
| Operating Expenses/Equipment | 4,025.00 |
| Travel | <u>1,500.00</u> |

Materials

| | | |
|--|-----------------|---------------------|
| 100 Public Service Radio Spots | 1,112.00 | |
| Series of Filmed Public Service Announcements | 630.00 | |
| 6 News Releases | 1,440.00 | |
| Slide Public Service Announcements | 300.00 | |
| 500,000 English Language Brochures | 6,200.00 | |
| 100,000 Spanish Language Brochures | <u>2,400.00</u> | |
| Total Materials | | <u>\$ 12,082.00</u> |

| | | |
|----------------|--|--------------|
| Total Estimate | | \$276,346.50 |
|----------------|--|--------------|

| | | | |
|--------|-----------|-----------|-------|
| ALBANY | 2,838,011 | 1,176,559 | 46.42 |
| ALBANY | 160,220 | 72,123 | 43.77 |
| ALBANY | 86 | 45 | 52.33 |
| ALBANY | 829 | 268 | 32.33 |
| ALBANY | 15,333 | 7,542 | 49.51 |
| ALBANY | 1,515 | 761 | 50.23 |
| ALBANY | 636 | 201 | 29.30 |
| ALBANY | 75,966 | 34,912 | 45.96 |
| ALBANY | 2,144 | 806 | 37.59 |
| ALBANY | 4,516 | 1,874 | 41.50 |
| ALBANY | 78,024 | 47,039 | 60.29 |
| ALBANY | 1,115 | 328 | 29.42 |
| ALBANY | 14,090 | 8,000 | 56.78 |
| ALBANY | 11,546 | 7,218 | 62.52 |
| ALBANY | 1,000 | 479 | 47.90 |
| ALBANY | 48,472 | 18,722 | 38.63 |
| ALBANY | 10,946 | 3,894 | 35.57 |
| ALBANY | 3,715 | 1,441 | 38.79 |
| ALBANY | 1,801 | 765 | 42.48 |
| ALBANY | 1,193,134 | 544,835 | 45.66 |
| ALBANY | 8,374 | 4,265 | 50.93 |
| ALBANY | 10,860 | 6,513 | 59.97 |
| ALBANY | 372 | 199 | 53.49 |
| ALBANY | 9,660 | 3,567 | 36.93 |
| ALBANY | 18,634 | 6,623 | 35.54 |
| ALBANY | 743 | 638 | 85.87 |
| ALBANY | 400 | 253 | 63.25 |
| ALBANY | 28,380 | 13,938 | 49.11 |
| ALBANY | 6,488 | 1,812 | 27.93 |
| ALBANY | 2,915 | 1,370 | 46.15 |
| ALBANY | 93,057 | 40,401 | 43.42 |
| ALBANY | 9,489 | 5,435 | 57.31 |
| ALBANY | 1,229 | 536 | 43.61 |
| ALBANY | 62,848 | 35,964 | 57.22 |
| ALBANY | 106,861 | 55,895 | 52.31 |
| ALBANY | 1,943 | 1,543 | 79.41 |
| ALBANY | 95,629 | 26,135 | 27.05 |
| ALBANY | 151,903 | 49,935 | 32.87 |
| ALBANY | 126,896 | 92,591 | 72.97 |
| ALBANY | 53,416 | 17,028 | 31.88 |
| ALBANY | 9,460 | 4,654 | 49.20 |
| ALBANY | 43,299 | 20,193 | 46.64 |
| ALBANY | 25,493 | 12,685 | 49.76 |
| ALBANY | 132,269 | 74,075 | 56.00 |
| ALBANY | 21,092 | 12,538 | 59.44 |
| ALBANY | 11,918 | 8,245 | 69.18 |
| ALBANY | 143 | 44 | 30.77 |
| ALBANY | 2,829 | 1,206 | 42.63 |
| ALBANY | 25,008 | 8,974 | 35.88 |
| ALBANY | 26,465 | 9,622 | 36.36 |
| ALBANY | 34,268 | 16,486 | 48.11 |
| ALBANY | 4,116 | 1,540 | 37.41 |
| ALBANY | 2,829 | 1,579 | 55.81 |
| ALBANY | 1,086 | 678 | 62.43 |
| ALBANY | 39,955 | 16,873 | 42.23 |
| ALBANY | 1,884 | 621 | 32.91 |
| ALBANY | 41,898 | 13,145 | 31.37 |
| ALBANY | 10,260 | 5,175 | 50.44 |
| ALBANY | 7,602 | 3,828 | 50.36 |

The estimate of potentially eligible persons was derived from the 1970 Census of Population for California. The number of persons below 125 percent of the poverty level in California was compared to the total 1970 California population as a percentage. This percentage was then applied to Department of Finance projections of the 1974 total California population to determine the number of persons who could be considered to be at or below 125 percent of poverty level in 1974. The increase in the poverty level between 1970 and 1974 is assumed to be matched by income increases over that same period of time.

In addition, SSI/SSP recipients with an annual income below 125 percent of poverty level were omitted. The data was adjusted to June 1974 by subtracting counties not participating in the program at that time.

Outreach Guidelines

Outreach is effective, comprehensive ongoing efforts initiated and monitored by the state and counties and performed cooperatively with other public and private agencies, religious, business and civic groups, retail trade associations, unions, community organizations, news media, and other groups, organizations and associations, to inform all low-income households potentially eligible to receive food stamps of the availability and benefits of the program, and to insure participation of eligible households that wish to participate by providing such households with reasonable and convenient access to the program.

These are some general guidelines to assist you in the preparation of an Outreach Program which will meet the objectives of the California State Outreach Plan and the forthcoming sections of the Manual of Policies and Procedures regarding Outreach.

Planning

1. County Outreach Coordinator

All counties must designate a person to serve as Outreach Coordinator. This person will be responsible for the organization and supervision of an ongoing outreach effort throughout the county.

2. Outreach Action Plan

All counties must submit an action plan for Outreach, on a semiannual basis. This plan is the key document for your program because it will give a detailed outline of the activities the county intends to undertake during the period covered by such Action Plan.

The first Action Plan will cover the period from August 1975 to December 1975. Subsequent Action Plans will be due on November 15 to cover the period from January through June and May 15 to cover the period July through December.

This Action Plan must include:

- a. A detailed listing of the things you plan to do in Outreach. This should include the names and addresses of the organizations you intend to contact to assist you in providing Outreach services, including a timetable for making the contacts. The listing of organizations should also include the method of contact and anticipated function of each organization.

County Outreach activities may include, but are not limited to:

- (1) Using groups to distribute information about the Food Stamp Program.
- (2) Using groups to act as interpreters, authorized representatives, prescreeners, or transporters of the potentially eligible to and from certification and issuance sites.

- (3) Contacting news media (T.V., Radio and Newspapers) to attempt to receive space or air time to provide information regarding the Food Stamp Program.
- (4) Developing Public Service Announcements regarding the Food Stamp Program for radio and television.
- (5) Providing nutrition education literature to food stamp households.
- (6) Developing and distributing information to promote a better understanding of the Food Stamp Program.

The aforementioned listing of contacts should be compiled from the groups in Exhibit A of FHS Instruction 732-6, Revision 1 to the fullest extent possible. Since some counties already have an established, functioning Outreach Program, the listing should also include those organizations that are presently performing Outreach activities.

In developing your plan, please be aware that your program will be evaluated according to how well you meet your plan. Therefore, it is important that the listing is an accurate estimate of the contacts which are possible within the time frame of the Action Plan. This is especially important for your first Action Plan since it will cover a relatively short period of time.

It may occur that some of the organizations you are presently working with or would consider good prospects for providing Outreach services are listed in the State Action Plan. These should be included in your listing because it will help us in further planning of the statewide Outreach effort.

It is also important in the early stages of the Outreach effort that you concentrate on those organizations which can provide the greatest amount of coverage to potentially eligible people. Organizations with limited scopes, while very important, would have a lower priority than wide ranging organizations. Groups with limited scopes should be contacted after the initial implementation of your Outreach Program.

The federal Outreach requirements call for ensuring participation by providing reasonable and convenient access to the program. Examples of ways to ensure participation are to provide reasonable office hours for certification and issuance centers, have a reasonable number of certification and issuance centers, process applications within the prescribed time period, keep recipient/applicant waiting times to a minimum, have adequate staff to process caseload, etc. All counties must do everything possible to ensure that applicants and recipients are provided reasonable and convenient access to the program. Outside organizations can be used toward this end by providing transportation services

to eligible households that are not otherwise able to get to certification and issuance centers, or by providing prescreening services to prevent waiting times for interviews from being overloaded by a high number of ineligible applicants. Any steps to be taken to ensure participation must be included in your action plan.

The hiring of Community Service Administration (formerly OEO) grantees through the use of Emergency Food and Medical Services (EFMS) funds may assist you in your efforts to ensure participation. Personnel hired through these funds may be used for Outreach workers or as certification workers. Please be aware that any person hired through EFMS funds to perform certification work must meet the merit systems standards and must be employees of the county. Persons used for Outreach may have unclassified or nonmerit system status but must be employees of the county. For further information concerning the possible use of EFMS grantees, contact the State CSA office at (916) 322-2940.

You may find it more advantageous to contract with an outside agency to perform Outreach in your county. If you decide to contract, the contract should be awarded through the competitive bidding process and is subject to review and approval by DSP.

If the contract approach is chosen, the county will still be required to submit their Action Plans and reports, as the ultimate responsibility for the Outreach Program will rest on the county.

b. The following estimated figures for the period covered by the Action Plan:

- (1) The number of county employees to be used in Outreach. This should only include those persons directly associated with Outreach such as; the Outreach Coordinator and any other employees doing outreach work. Do not include any clerical support.
- (2) The percentage of time each employee will be devoting to Outreach.
- (3) The monthly salary of each employee doing Outreach work.
- (4) The estimated costs for any county developed Outreach materials. (Publications, radio or television public service announcements, etc.)

These figures will be used to prepare a total statewide cost estimate for the Outreach Program to be submitted to FHS.

3. Publications

Publications from Department of Benefit Payments and Food and Nutrition Service are available and should be utilized as much as possible.

FNS Instruction 732-6, Revision 1, Exhibit D calls for an information packet to be given to each organization you contact in regard to Outreach. This packet will be made from three sources. Most of the information will be contained in the revised version of "Food Stamp Can Help" brochure, which is in the process of being republished. FNS Fact Sheets FNS-70 and FNS-72 will be used for the information packet to provide maximum income limits. These can soon be ordered through the new process discussed in the following paragraph. The final item is a listing of all food stamp certification offices, including the address, phone numbers and office hours. You will be required to produce these lists for your own county. Please send a copy of the list to the State Outreach Coordinator upon completion.

All County Letter 75-89 informed you of the procedures for ordering some FNS publications. DBP is preparing a new procedure whereby counties can order FNS Outreach material directly from DBP through the Forms Management Section. We will inform you of the details of the new procedure when the system is completed. The forms DBP is planning to stock are as follows:

| | |
|---------|--|
| FNS-70 | Allotments and Purchase Requirements |
| FNS-72 | Eligibility Requirements |
| FNS-73 | Fair Hearings |
| FNS-74 | Household Income Deductions |
| FNS-76 | Recipient Responsibilities |
| PA-930 | Food Stamp Program, More Food Better Diets for Low Income Families |
| FNS-77 | Food Stamp Program |
| FNS-1 | Food Stamp Volunteer Handbook |
| PA-1109 | Shopping with Food Stamps |
| | Food Stamp Volunteer Ribbons |

You are encouraged to develop, at your option, county Outreach publications regarding the Food Stamp Program. In developing Outreach materials, be sure to word such materials to prevent SSI/SSP recipients from applying. Please send any publications you may develop to the State Outreach Coordinator.

4. Implementation

When contacting organizations to request assistance in providing Outreach services, whether in person or in writing, it is required that you provide the organization with the information kit mentioned in Exhibit D of the federal instruction. When making written contact, you must use the letter and questionnaire shown in Exhibits B and C of the instruction.

It is important to keep track of all agencies and organizations you contact regarding whether or not they will participate, why they will not participate, what they will do, etc. You will need this information for your monthly reports.

Once the program is in operation you may be approached by groups who were not included in your action plan but are willing to do Outreach work. The County Coordinator should utilize these groups to the fullest extent possible.

It may be advisable for you to request periodic reports from your Outreach volunteer organizations to keep track of all activities within the county. This may help you keep the statistics necessary to prepare your monthly Outreach report.

If the county decides to increase office hours or the number of offices available to attempt to ensure participation, please remember to submit a revision to your Information Statement, DFA 296.

5. Reporting

You will also be required to submit a monthly report regarding your Outreach activities. This report calls for the data contained in Exhibit F of FNS Instruction 732-6, Revision 1, which requests information regarding the number of contacts you have made, organizations participating and number of food stamp materials distributed, etc. In order to keep this kind of data it is important that you keep close contact with organizations working with you to be able to report accurately.

The report format is being developed by DBP and will be forwarded to you under an All County Letter as soon as it is available.